

Mr. Bishop

MAR 11 1925

# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

VOL. CVII.

NEW YORK, MARCH 7, 1925

No. 10

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# The PUBLISHERS' WEEKLY

THE AMERICAN BOOK-TRADE JOURNAL

NEW YORK, MARCH 7, 1925

## The Distribution of Books

By G. B. Bowes

*Bookseller of Cambridge, England*

IN early days booksellers were also publishers, the introduction of the latter term and the distinction between the two branches being a growth of the eighteenth and nineteenth centuries. About the middle of last century, bookselling fell on evil days, owing to the increasing prevalence of the practice of giving discounts from the published price and to the decision of a Committee of three eminent men to whom the question was referred, that any attempt to prevent this and to control the prices at which books were sold was contrary to the principle of Free Trade and against the public interest. The result was disastrous alike for literature and for the public. As a bookseller was at liberty to offer whatever discount from the published price he thought would attract custom (usually by diverting that custom from others), all the trade were sooner or later forced by competition to the underseller's price, with the result that the selling of new books ceased to be a calling in which a man could earn a living, and efficiency and service were at the lowest ebb. The younger generation, even sons of booksellers of established position, were diverted to other branches of industry which offered better financial

prospects. By the end of the century it was calculated that the number of stock-keeping and intelligent booksellers had dwindled from about 1,200 in 1850 to some 200; the type of Sandy Mackay in "Alton Locke" was almost extinct. By the eighteen-nineties, authors and publishers alike began to realize this (witness a Report by the Society of Authors and statements made at a meeting of the Publishers' Association, both in 1897), and by joint-action between publishers and booksellers the Net

*THIS article by one of the best known of English booksellers is reprinted from the London "Nation" and "Athenaeum." It is a bookseller's comment on the article on "The Price of Books in England" by Stanley Unwin in the "Publishers' Weekly" of January 3.*

Book Agreement was introduced in 1900, which provided that books should be sold at a reduced net cash price, with penalties for underselling. To quote the *Author* of March, 1904, "the system is that it removes the competition from one of cutting to one of competency."

Even this Magna Charta of the book-trade could not undo all the harm wrought in the previous half-century, but under its protection there has been a slow but steady revival. At first the allowances made to booksellers from the net published price were not large, tho an improvement on the conditions which attended the pre-1900 discount days (the 16⅓ per cent quoted by Mr. Unwin did not cover work-

ing expenses even twenty-five years ago; still less does it do so now); also up to about ten years ago the net system was only adopted by some publishers and with certain books, so that it was still difficult, if not actually impossible, to make a living by the sale of new books alone without the assistance of other side-lines not really germane to bookselling. During the war the net system was gradually extended, so that it now applies to practically all books except such as are almost exclusively used in schools. But the great increase in working expenses, of which far the largest item is salaries, made it necessary for booksellers to claim a larger proportion of the published price, and the majority of publishers now recognize that this claim is well-founded and act accordingly. Put briefly, an allowance of 25 per cent does little (if anything) more than cover working expenses, and no one can live under such conditions.

It may be asked—what does a bookseller do to earn a larger share of the price of the commodities which he sells? To begin with, bookselling is a calling which requires a high standard of education in both principals and assistants, and occupies, among distributive trades, a position something analogous to that of the pharmacist. We should not only have a knowledge of literature, but we should be abreast of all modern movements, of developments in arts and science, of new thoughts and ideas, and of the recreations and hobbies of the public. That we and our staffs have much leeway to make up in our intellectual equipment is recognized, in proof of which I may mention that classes in subjects pertaining to the craft of books have recently been started by our trade associations in London and Cambridge, and that papers and talks for the improvement of us all are constantly given at trade conferences and similar meetings. Further, we must bring to the notice of the public (many of whom are as yet not even readers, still less buyers of books) literature in those subjects in which they are individually interested, as many of us try to do. To make this possible we need an allowance sufficient to encourage us *to try to obtain orders* (in which some publishers think we do so little); in other words, to give us some return for the capi-

tal and labor involved in trying to promote sales, such an allowance as the figure quoted by Mr. Unwin of 33⅓ per cent (to be regarded as a maximum, not a minimum, and as making some provision for the loss arising from overstock or bad stock, which even with the greatest care and judgment in buying cannot entirely be eliminated. The output of books published in Great Britain in 1924 was greater than in any previous year). Such publishers as do not at present give as much might justly consider this extra allowance as spent on publicity, and reduce some of their admittedly very heavy advertising expenses. For surely the best advertisement of a book is for it to be on a bookseller's counter or in his window, and one or two copies in fifty shops are more effective than the same number in one or two shops by reason of the wider distribution.

If we booksellers are really to fit ourselves for our calling and fulfill our duties as servants of the public—as all engaged in industry are now recognized to be—we need some assurance that we shall receive a material reward commensurate with the zeal and energy which we devote to our calling. For, as Stevenson says, "To travel hopefully is a better thing than to arrive." We want by cooperation with authors, publishers, teachers, and the general public to reach the ideal laid down by the Committee on the Teaching of English in England: "In every town the bookseller's shop should become, what in university cities and in one or two other favored spots it is already, a center of literary and artistic interest and enlightenment; a place where the best books, new and old, can be inspected at leisure."

### Canadian Copyright

THE Canadian Manufacturers' Association, on February 16th, held a meeting in Toronto and went on record as opposed to the amending of the present Copyright Act. Dan A. Rose of the T. H. Best Printing Company, who has been a long time proponent of the licensing provisions in Canadian copyright, presided at the meeting, at which there were represented many manufacturers of magazines, books, sheet music and phonograph records.





THE NEW MACMILLAN BUILDING

THE Macmillan Company is now in full occupation of its new publishing headquarters at 60 Fifth Avenue. The beautiful new building, designed by Carrère & Hastings, Shreve & Lamb, is probably the largest in the world designed expressly and exclusively for the use of one publishing business. In general character,

it follows the straight vertical lines characteristic of the more severe school of modern American architecture but set off with a beautiful façade with Ionic columns. The windows and doorways are enriched with designs cut in the stone which are based upon replicas of mediaeval printers' seals.



## Books for Travelers

### Part of a Selected Bibliography

By Violet Elizabeth Kohler

*Library School of the University of Wisconsin*

#### Southwestern States

"SEEING THE FAR WEST."

By J. T. FARIS

*Lippincott, \$6.*

"A full and informative account of almost everything the tourist would want to see from the Rockies to the Pacific."—*Booklist*.

"IN QUEST OF EL DORADO."

By STEPHEN GRAHAM

*Appleton, \$2.*

"The author tells of a journey he and his wife took, following on the trail of Columbus and other Spanish explorers.—*Wisconsin Library Bulletin*.

"THROUGH OUR UNKNOWN SOUTHWEST."

By A. C. LAUT

*McBride, \$3.*

"Describes enthusiastically the home of the cliff dwellers and the Hopi, the forest ranger and the Navajo. Many practical suggestions for travelers."—*A. L. A. Catalog*.

"ADVENTURES WHILE PREACHING THE GOSPEL OF BEAUTY." By VACHEL LINDSAY

*Macmillan, \$1.60*

"A summer journey afoot, thru the Southwest. He earns his way by working in the fields and by reading poems."—*A. L. A. Catalog*.

"SOUTHWEST SKETCHES."

By J. A. MUNK

*Putnam, \$3.50.*

"The book describes the mesa and desert country and the coastline of the Southwest. It shows the beauty and oddities of the country and is particularly fascinating in its description of the petrified forest of Arizona."—*Book Review Digest*.

"OUR HISPANIC SOUTHWEST."

By ERNEST PEIXOTTO

*Scribner, \$3.50.*

"The charm of New Orleans, the historic background of the old Spanish missions scattered thru Arizona, New Mexico and along the Texan border."

"THE END OF THE TRAIL."

By E. A. POWELL

*Scribner, \$3.50*

"Motor trip from Mexico to Alaska. Includes useful information for home-seekers and automobilists. Interesting."—*A. L. A. Catalog*.

"ON THE GREAT AMERICAN PLATEAUS."

By T. M. PRUDDEN

*Putnam, \$1.50.*

"Impressionistic portrayal of formation, scenery, present and past inhabitants in the deserts of Wyoming, Arizona and New Mexico."—*Viewpoints of Travel*.

"THE OUT TRAIL."

By MRS. M. (R.) RINEHART

*Doran, \$2.50*

"Humorous narrative of varied camping adventures in the deserts of the Southwest, Mexico and Florida, and other favorite American outing areas."—*Booklist*.

"FINDING THE WORTH WHILE IN THE SOUTHWEST."

By C. F. SAUNDERS

*McBride, \$1.50.*

"Pocket guide, with brief descriptions, index and map."—*A. L. A. Catalog*.

**"THE LAND OF ENCHANTMENT; FROM PIKE'S PEAK TO THE PACIFIC."**

*Little, o. p.*

By LILLIAN WHITING

This book shows the grandeur and scenic marvels of the great Southwest, the wonders of Colorado, the surprises of New Mexico and its ruins and the magic of Arizona with its petrified forests and Grand Canyon.

**"CAMP-FIRES ON DESERT AND LAVA."**

*Scribner, \$3.*

By W. T. HORNADAY

Record of a journey from Tucson to Sonoyta. It shows the wonders of animal and camp life, and of the experiences of camp and trail.

**Arizona**

**"ARIZONA THE WONDERLAND."**

*Page, \$6.00.*

By G. W. JAMES

"History, resources, industries, recreational opportunities, etc."—*A. L. A. Catalog.*

**"GRAND CANYON OF THE COLORADO."**

*Scribner, \$2.50.*

By J. C. VAN DYKE

An enthusiastic guide book telling of points of interest with much of geologic formations. Has excellent illustrations and map.

**New Mexico**

**"NEW MEXICO."**

*Page, \$5.*

By G. W. JAMES

"The author has found New Mexico a land of good health, he describes it also as a land of 'high colors, and high places,' of interesting superstitions, historical controversies and scientific and scenic delights. Beautifully illustrated with colored plates and photographs."—*Booklist.*

**Texas**

**"THE GEOGRAPHY OF TEXAS."**

*Ginn, \$1.20.*

By HARRIET SMITH & DARTHULA WALKER

A concise and valuable guide to Texas for travelers desiring to know the natural resources of the state as well as its history.

**"TEXAS THE MARVELOUS."**

*Page, \$3.50.*

By N. O. WINTER

"Including accounts of the Spanish settlements, the nine year Republic of Texas, the wonderful Gulf coast and general development of this marvelous state."—*Subtitle.*

**Pacific Coast**

**"SEEING THE WEST."**

*Doubleday, \$1.75.*

By K. E. M. DUMBELL

"A new edition of California and the Far West. Tells the prospective tourist what trips to make and what to see. Maps show national parks, railroads and highways."—*Booklist.*

**"HIGHWAYS AND BYWAYS OF THE PACIFIC COAST."**

*Macmillan, o. p.*

By CLIFTON JOHNSON

Grand canyon, the borders of Mexico, Spring in Southern California are some of the chapters. A book written to entertain as well as to be a useful travel guide.

**"STEEP TRAILS."**

*Houghton, \$3.25.*

By JOHN MUIR

A collection of writings covering a period of twenty-five years. Beautiful scenic descriptions and written from the naturalist's point of view. Some of the chapters are, "Summer Days on Mount Shasta," "The San Gabriel Valley," "Puget Sound," "The Forests of Washington" and "The Grand Canyon of Colorado."

(To be continued.)

## Six New Eastern Bookshops

### III

#### The Bookshop, Harrisburg, Pa.

**T**HE first part of this story is probably one of those "stories which ought not to be told." It is nothing short of a miracle, and no one ought to read it and imagine that it could ever be part of the ordinary course of events. Katherine F. Comstock started the Book Shop in the spring of 1922 with a stock of \$1,500; had, in fact, only \$2,500 when she started in business. She had learned something about books when she was doing library work in Harrisburg, but had never had much experience in the book business, had been in France during the war and later in a brokerage office.

When she decided to open a bookshop, she took a job in Pomeroy's during the Christmas season and began to look around for a location in Harrisburg. It was not easy to find a location, especially as she must find a small shop which would not command a huge rent. She found the house at 219 North Second Street, of which the lower floor was a doctor's office, and the agent agreed to alter and heat this floor for \$80 a month. He also agreed to put in a front window for displaying books. When he came to make this window, he found that the building was an old log house, so that the work could not be carried forward as quickly as he had expected, but the shop was ready by the 27th of April. It was a poor time of year to start, but the shop almost paid expenses from the very start.

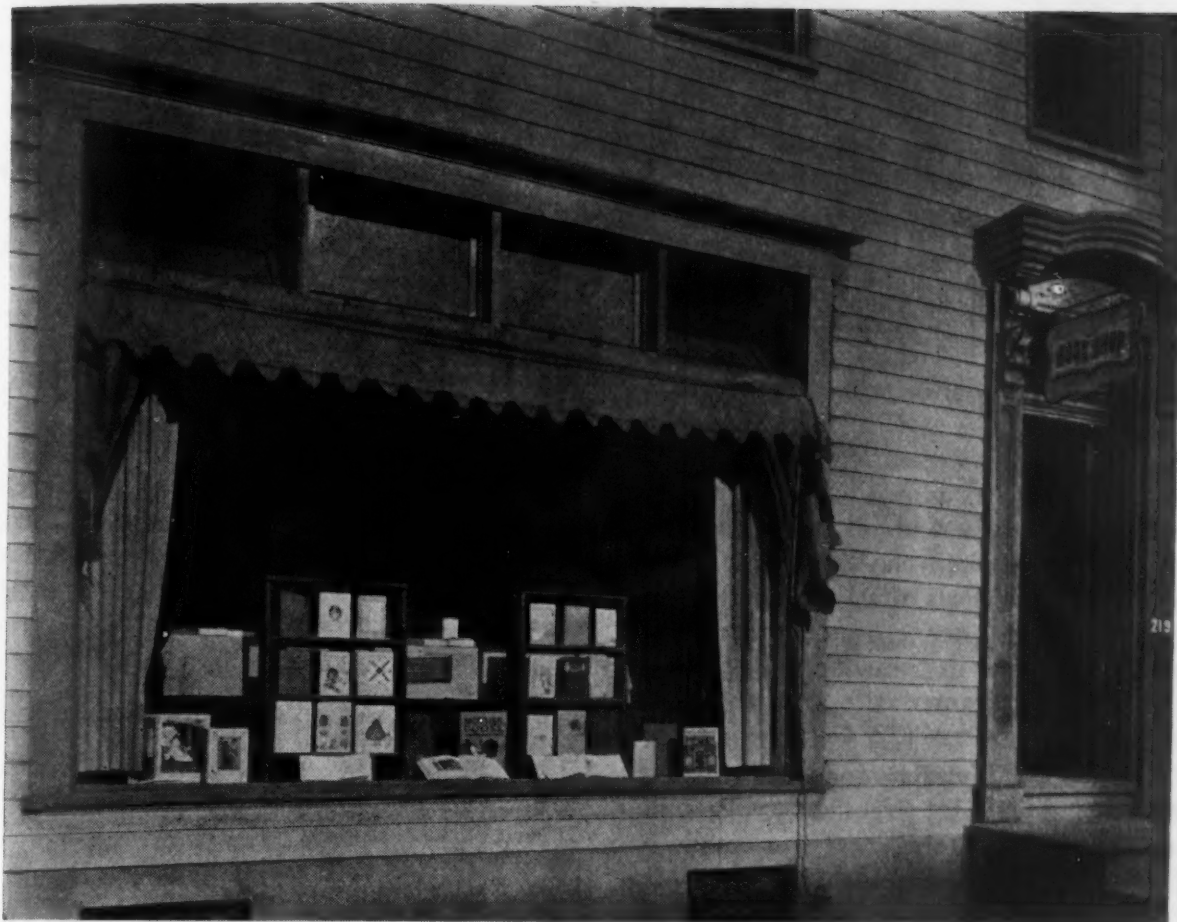
Front Street, with its old-fashioned houses along the river, is the most fashionable street in Harrisburg. Second Street is the next street up from the river, so that its shops are in the center of the best residential district of Harrisburg. Out Second Street live many young married people who have new homes and are building libraries. On Second Street, with the Capitol standing guard over it but a stone's throw away, the Book Shop has an extremely desirable location. A block nearer

Market might be better, but the rent would certainly be higher, and the Book Shop is in a line of growth where business is going north on Second and Third Streets, the old residences being gradually turned into shops.

The shop consists of one large room and a tiny room at the back which serves as an office and stockroom. The old-fashioned atmosphere of the main room has been preserved. The floor is painted and has rag rugs. The furniture and shelves are painted black with bands of bright blue and little bunches of bright colored flowers. At the windows are curtains of light blue everfast suiting, and this is used for a table cover on a big table in front of the window. This furniture was painted by Miss Comstock herself, who also painted the wooden sign which hangs in front of the Book Shop. When the sign was finished, Miss Comstock proceeded to mount a chair and to hang the sign. A man from the Elks across the street came over and volunteered his assistance. Within a few days someone had stopped in to ask where a sign of this kind could be made.

The store bookkeeping was learned from "Twenty Minute Lessons in Bookkeeping," but an accountant came in to help and approve. A daily inventory is kept on cards which is checked up every day. The sales of the day before are entered, arranged by authors, and a record of new stock is added. This method is a great help in planning the reordering of another book by the same author. The name of the publisher and the discount are also entered on these cards. The system was copied from that of the Wayfarer's Book Shop in Washington. Miss Comstock spoke highly of the splendid service given her by Baker & Taylor, but suggested that an information department would be a valuable addition to that service, so that one need not always have all the data at hand before placing an order.





THE BOOK SHOP, HARRISBURG, PA., ON SECOND STREET



THE INTERIOR OF THE SHOP PRESERVES THE SIMPLE, OLD-FASHIONED CHARM OF THE LOG-HOUSE WHICH IS ITS HOME

In January and July, the Book Shop holds bargain sales. These sales are advertised in the newspapers, three times in one paper and four times in the other. The shop has very little mail-order business, one good customer in South America being an exception. Letters and postals are also sent out to announce special sales.

The shop is patronized equally by men and women. The shop does a greater business in non-fiction than fiction, especially at Christmas. The fiction business even seems to decrease. Miss Comstock won't buy fiction which she hasn't read. No trash is stocked at all. The best advertisement the shop can have is talk, and Miss Comstock feels that she wants to be able to talk to her customers about the novels which are in the shop and wants to be able to guarantee the quality of the books she recommends.

The Book Shop has done a great deal with business books, frequently displaying them in the window, and has made an effort to help the workmen in Harrisburg by supplying them with useful books.

The Book Shop also carries good children's books and lots of them. The shop finds that it can sell a great many copies of a book at a lecture or an author's reading. Steffanson and Edgar Guest books sold hand over fist when those authors visited Harrisburg and autographed copies of their works.

Every summer the Book Shop has had a little shop in the hotel lobby during the Episcopal Conference at Eaglesmere, which lasts four or five days. The first year this enterprise paid expenses, and since then has done well. The Women's Clubs have requested the Book Shop to have a book exhibit, but it was found that this did not pay. A number of book clubs in neighboring suburban towns have been supplied with books, and this has been found a very good plan of bookselling, as no special discount is granted the clubs.

The shop does about \$200 or \$300 a month library business, but, as the libraries get a discount of 20%, this is not a profitable phase of the shop's business.

The Book Shop's circulating library requires a deposit of \$1.50, and the charge is 25c. a book, with 3c. a day in addition beyond a week.

The books are balanced every month, and it has been found that with the present stock of about \$3,000 worth of books, a business of \$15,000 a year is carried on. The Book Shop believes thoroly that there is no formula for success. The best thing to be aimed at is good service and gradual growth.

### List of Books for Lenten Reading

THE church bulletin of the St. Luke's Episcopal Church in Montclair, New Jersey, lists the following books for Lenten reading. The list is interesting because of its broad interpretation of religious books.

Professor Goodspeed's Translation of the New Testament.

Mark Twain's "Autobiography."

Dr. Rainsford's Story of a Varied Life."

"The Iron Puddler," by Davis.

"The World's Great Religious Poetry," compiled by C. M. Hill.

"The Life of the Spirit, and the Life of Today," by Underhill.

"The Lord of Thought," by Dougall and Emmet.

"Saint Joan," by Bernard Shaw.

"Twelve Tests of Character," by Fosdick.

"The Modern Use of the Bible," by Fosdick.

"The Philosophy of Loyalty," by Royce.

"The Faith of Modernism," by Matthews.

"The Life and Times of Cleopatra, Queen of Egypt," by Weigall.

"Jane Welsh Carlyle," by Huxley.

"A Passage to India," by Forster.

"The Farington Diary."

"The Life of Anne Boleyn," by Sargeant.

"Erasmus," by Preserved Smith.

"With Lawrence in Arabia."

"Episodes Before Thirty," Algernon Blackwood.



## Census of Manufacturing

THE biennial census of manufactures collected on the odd year has now been published as it relates to printing and the publishing of books, newspapers and periodicals. There was a 12% increase in the total business of this field between 1921 and 1923 and an 8.9% increase in the book and pamphlet field. The figures will be published in closer analysis later in the month. The general totals lumping together books and pamphlets provide a figure that is not particularly helpful in estimating the trade conditions.

A decrease, however, in the printing of sheet music is a significant thing, and general job printing suffered a 3% decrease. The census covered 10,267 establishments, of which 1,284 were in New York, 887 in Illinois, Pennsylvania 685, California 590, Ohio 505, and Massachusetts is in twelfth place with 322. The number of wage earners involved increased from 107,000 to 116,000, an increase of 8.3%. Wages were up 12%, and the cost of materials, including fuel, down 2%. The value of advertising in newspapers and periodicals increased by 17.3% from \$677,000,000 to \$794,000,000. Subscriptions and sales increased by 10% from \$328,000,000 to \$361,000,000.

	1921	1923
Books and Pamphlets .....	\$27,418,391	\$29,864,491
Sheet Music and Books of Music ..	160,740	69,391
Job Printing .....	84,827,635	82,275,778

## Convention Speakers

AMONG the speakers so far arranged for the Chicago Convention as reported by Mrs. Josephine Greene, chairman of the Program Committee are Basil H. Blackwell of Oxford, England, representing the Associated Booksellers of Great Britain and Ireland, and Mrs. L. A. Miller of Colorado, the very active and efficient chairman of the Literature Committee of the General Federation of Women's Clubs. Mrs. Miller has taken a very constructive interest in the whole problem of book distribution, and this will be an unusual opportunity for the book-trade to make her acquaintance.

## Toronto Publishers Favor License System

THE attitude of Canadian publishers towards the new copyright bill, introduced in the House of Commons by E. R. E. Cherrier, M.P., was voiced at a meeting of the Publishers' Section of the Toronto Board of Trade on February 24. In effect, the publishers prefer to leave matters as they stand at present rather than disturb conditions by introducing amendments, the effect of which is very uncertain.

Opinion of the meeting was expressed in the following resolution, moved by Hugh Eayrs, president of the Macmillan Co. of Canada, Limited, seconded by George J. McLeod, of George J. McLeod, Limited:—

"That this Section places itself on record that it is opposed to the Copyright Bill sponsored by E. R. E. Cherrier, which is now at the committee stage in the House of Commons. That such opposition is based solely upon the view of this Section that the Copyright Act of 1921 has not yet had full time in which to work itself out as a workable measure, effective or ineffective, and that this Section feels that further time should be allowed for this purpose. Upon this ground, therefore, we believe that representation should be made in the Section's behalf, either personally or by letter, of the Section's opposition to the Cherrier Bill."

That no compulsory licenses have as yet been issued under the licensing clauses of the Canadian Copyright Act since it came into force on January 1, 1924, was the information given by the Government in answer to a question in the House of Commons by Fernand Rinfret, M.P. This, of course, does not mean that the clauses have been ineffective. There is no question that in some cases holders of copyright have been under the necessity of printing in Canada in order to protect themselves against the possibility of applications being made for licenses to print. The clauses have also been effective in the matter of serials and short stories, it being apparently to the interest of American editors to see that work by Canadian authors has been placed in Canadian as well as in American periodicals.



# THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Founded by F. Leyboldt

EDITORS

R. R. BOWKER

F. G. MELCHER

March 7, 1925

**I** HOLD every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto.

—BACON.

## Keeping Books in Print

**N**OW that the cost of book-making has been steadied for a couple of years—and studied, too, for that matter—the publishers have a chance to judge what books from the established list they can successfully keep in print and what the cost of manufacturing these in small editions must be. It begins to be evident that, while ten years ago, an edition of 500, and sometimes even less, could be printed, today it is impossible to print at any reasonable price except in editions of at least double that size and the expense of keeping a book on the list is very much more than formerly. If the public wants a book kept in print and so indicates by orders of sufficient quantity, it is likely that fiction of importance can be kept in print at about \$2.50 a copy as compared to the current book price of \$2. Books that can be printed in large runs will not be subject to this same difficulty, as the methods of handling have improved and prices been kept down, but the book of small but steady sale is a different problem.

An interesting sidelight on what must be the comparative prices is indicated by an article in the January issue of the *Proceedings of the Academy of Political Science*. Statistics show that the dollar of 1913 had a value in 1894 of 144.9 and in 1924 it had a value of 68c., and that it had swung as low as 44.2 in 1920. This means that a book which sold for \$1.12 in 1894 would have to sell for just \$2.50 to be on the same money basis.

## It's Talk That Counts

**“T**HE main reason for the immense demand for the novel of today is that it is packed with conversation,” declares an editorial in *Cooperation* the house organ of The Speaker-Hines Printing Co. of Detroit. “Plain, human-to-human talk, if it is sprightly and understandable, has an irresistible attraction for the average reader. We do not need a spine-chilling plot; all we need to keep us up way past bedtime is fast-moving dialog between plausible, entertaining human characters.

“I can remember that no book could interest me as a youngster unless it had plenty of pictures. The more pictures, the better the book. And, as a boy judges a book by its illustrations, so a good many grown people form their opinions of a book by its conversation. If a succession of solid-type pages appear, it means the author is taking wild flights of description or philosophy. We don't care about the author's private views of life. We want to know what the characters are saying.

“We can all name a string of books we should have read, but whose covers we have never opened. Check them up and it will be found that they are mostly pompous, solid-looking books with very little human talk.

“This is natural. We are interested in human beings. We are surrounded with them and we talk and are talked to all day long. What someone will do and say under certain conditions is interesting to us, but what do we care about the exact shade of his necktie? Think of the strongest personality you have met during the day and you can remember things he said. But you probably cannot accurately describe his appearance. Then why should we waste recreation time reading descriptions and authors' opinions? Give us just enough description to form an idea of his character and station and we have enough.

“The function of advertising is not to develop fascinating characters or to provide enjoyable reading alone. Its purpose is far different from that of the novel. It must sell goods or service. But its success depends upon its being read, just as the success of the novel hangs on popular approval. And it can, in many cases, easily

make use of the main element that gets the novel across to the public—dialog.

"Make a test. Run thru any magazine or go thru the direct-mail advertising that comes to your desk. What at first glance gets your attention and invites your reading? Usually the advertising with lively human-interest dialog. Some of the most successful campaigns at present are cashing in on this principle. Somehow, somewhere in these campaigns, whether direct-mail or space advertising, talk and conversation is introduced.

"All advertising cannot use this type of copy. It depends on the product, the class appealed to and other factors. Under many conditions, other copy angles will work out to better advantage. But it is safe to say that 'talk copy' can be used with profit in more cases than it is being used and many campaigns will be made more powerful thereby.

"Skillfully handled conversation copy will get a message read and believed that would otherwise pass unnoticed."

### Alphabetical Advertisements

THE Spring and Fall Announcement Numbers of the *Publishers' Weekly* have become such important reference tools, both in the general index of the new books and in the display advertising with its fuller descriptions, that it has been decided to accept the suggestion that the advertising be arranged alphabetically by publisher, thus enabling the bookseller to find quickly the pages he wants to refer to. The advertising pages always supply a guide, such as cannot be found in the index, of what the high spots of the season are and of the selling points as emphasized by the publisher. In the last two years there has been an extra printing of these two issues bound up in cloth, so that the booksellers' reference desks, can have four or five months' use of them in durable form.

### CROSS-WORD PUZZLE CONTEST

Answers Must  
Be Mailed on  
or before March 9th

### The Best Ten Books—With a New Twist

THE most long-lived and yet profitable sport in the book field is picking the ten best books for a desert island, and every once in a while it gets a new twist, this time in Springfield, Mass. Johnson's Bookstore had noticed Ray Stannard Baker's article in the *American Magazine* in which he declared that the solid essentials for a sojourn on a desert island were a pair of trousers, a garden and ten books. Mr. Baker (David Grayson) is a resident of Amherst, near Springfield, and Johnson's used this cue for an excuse to circularize leading citizens to ask for their list of ten books. When the replies came in, the books were placed in groups in the window along with a pair of patched trousers and a miniature garden.

Among the people who answered the inquiry was the mayor of the city, the president of a large insurance company, Dr. James Gordon Gilkey, a popular preacher, and several leaders in the women's clubs and educational and business circles. Every list of this kind takes on just enough individuality to give the public a real interest in looking over the list, in making their own mental decisions, and the local newspaper found it a very good story for a considerable write-up. The mayor appropriately put in Bryce's "The American Commonwealth" along with the Bible and "The Outline of History," and gave his list a unique twist by adding "The Goldfish" by Arthur Train. The insurance president perhaps did not play fair in putting in "The Encyclopædia Britannica." Dr. Gilkey wrote: "These are not the ten best books, but ten good ones that would make the desert endurable for a time." His list: The Bible, Shakespeare, "The Warfare of Science and Theology" by Andrew D. White, "History of European Morals" by Lecky, "The Rise of Rationalism" by Lecky, "The Varieties of Religious Experience" by Williams James, "Science Old and New" by Thompson, "A Popular History of American Invention" by Kaempffert, "The Oxford Book of English Verse" by Sir Arthur Quiller-Couch and "Up from Slavery" by Booker T. Washington.



# Temple Scott On History Of Bookselling

## Second Lecture in Course in Retail Bookselling

THE deeper we delve into history, the more do we realize that what advertising men consider clever schemes, and merchant's original methods of disposing their wares, are not original in any sense of that word, but belated copies of the same tricks played many hundreds of years ago. Instances of this cropped up all thru Mr. Temple Scott's lecture on the history of bookselling, the second lecture of the Course in Retail Bookselling at the College of the City of New York. He introduced notable examples of each of these; for the first, Lackington's coach, in which he drove all over England if occasion demanded and which had attached to it numerous notices informing the public that he dealt in books; for the second, the mail order system of Aldus, the printer. Aldus, finding it necessary to remain at his press, instead of traveling, like other booksellers, sent out letters to prospective buyers and the answers he received not only ordered his books but called down praises and prayers for the longevity of so shining a light and so thoro an artist. But this was in 1502.

If we are to follow the history of bookselling, said Mr. Scott, we shall have to begin in Egypt, where the first bookseller was an undertaker, supplying the Book of the Dead to be placed in the tombs or in the cases with the mummies. We have proof that there were booksellers in Greece, Lucien having written at that time "The Ignorant Book Collector." We must, however, remember that books in those days were manuscripts, that booksellers were makers of books, who kept slaves to prepare the manuscripts as ordered. The number of hours required for completion depended on the amount of illumination desired. These manuscripts were, more properly, scrolls—long papyrus sheets attached at each end to sticks and rolled on them and kept in boxes,—tagged with the title and price. The scrolls could not be of very great size and in long works like the "Iliad" and "Odyssey" they had to be

done on several scrolls. Thus we have the beginning of the two or three volume work.

In eleven and twelve hundred the Renaissance—the revival of learning—took place. Manuscripts of past generations were sought out and brought to the foreground. Interest in collecting was inspired, and rivalry sprang up among the wealthy owners, for only the wealthy could afford manuscripts, not only in the number of their possessions but in the richness of them. Copyists were sent to various libraries to reproduce works not already in the libraries of their masters. The value of such manuscripts may be realized when we know that Louis XI, when borrowing one, pledged his silver plate to insure its safe return, and one woman actually traded one for a farm.

However, with Gutenberg's discovery at Mainz in 1450 of printing by movable type, a gradual change set in. Popular education had its beginning. Material which the common people could not get hold of at \$100 in manuscript form, they could afford at \$5 or \$10, printed. Printers consequently came to be looked down on, providing, as they did, nothing for the interest of the wealthy. In the next twenty-five years a vast number of printers sprang up. Their work, tho, was entirely in Latin. A monastical order, the Brothers of the Common Life, saw the good this interest in books might do the people and established presses in their monasteries. Unusual as it may seem, they did not confine themselves to Latin but printed the books in the language of the people of their district. Their influence was tremendous and they sold many books at as cheap a price as possible before the Pope stopped them.

Printing was now well established; so much so that restrictions had to be placed on certain books, and the importations inspected. The universities usually had the authority for this supervision, and they fixed the prices and set the tax on book-



sellers. The booksellers also looking out for their protection, banded themselves together and the Stationers Company which they formed in London in 1404 is still in existence.

The lack of copyright at this time caused competition which was as keen as any today, tho much less lawful. To grab up a book the minute it came off the press and print it, with or without changes, usually with increased inaccuracy, and present it to the public at a much lower price than the original copy, made the seller's life one round of piracies. This, in the time of Queen Anne, 1709 to be exact, finally came to a finish when the first copyright law was passed which allowed the original publisher fourteen years interest, to be renewed for fourteen more.

Up to this point it must be remembered that publishers and booksellers were one and the same. With the formation of the Booksellers' Society, trade books, books published by several firms and divided among them to sell, became quite frequent and led, more than any other thing, to the separation, in 1709, of publishers and sellers. In England this has been entirely done, but in America one can still get a publisher's book thru his office.

Mr. Scott suggested the two following books as supplementary reading:

G. H. Putnam's. "Books and Their Makers During the Middle Ages."

Frank A. Mumby. "Romance of Book-selling: a history from the earliest times to the 20th Century."

## New Postal Rates on April 15th

### Bill Signed by President Coolidge

**T**HE book-trade will be chiefly affected in the new postal rates of April 15th by the service charge of 2c. a package which will then be placed on every parcel post shipment, large or small. On the mailing of single books this is an increase of from about 10% to 30%, according to the zone.

The Publishers' Association appeared in protest against this at Washington, and the farm interests of the country were arrayed against any increase in parcel post, but these protests were not effective, and the bill is expected to raise \$13,500,000 on the fourth class. Periodicals, in second class, get only a fractional change. The mailing of souvenir cards, a business which is often connected with the book business, is changed by the doubling of the rate to 2c. per card, altho government post-cards will remain the same.

The weight limit on third class matter has been changed to 8 oz. from 4 lbs., but altho the rate on this curtailed class is raised to 1½c., catalogs can be mailed at 1c. for every 2 ounces, which is an important matter for the book-trade. Books under a half of a pound could go at 1c.

for every 2 ounces, but few books will fall into that area. Another important change is the special delivery on parcel post charge of 25c. Circulars will now take the 1½ cent rate.

The bill provides for a joint commission of representatives of the House and Senate to study further the postal situation and to report to the Sixty-Ninth Congress, but it does not declare, as did one of the previous drafts, that there shall be any specified date when these rates will terminate, and it seems not at all sure that any further study of the facts would bring any important changes. It has been estimated that these new schedules will bring in an increase of \$61,000,000 to the Post Office Department, but, as this has not been carefully studied by the Post Office since the final draft, this fact cannot be exactly forecast. Salary increases at \$300 per year are estimated to cost \$61,000,000, and, as these are retroactive to January 1st and as the new rates only go into effect April 15th, there will be a probable deficit of \$28,000,000 to be met out of current income.

The revised schedule is as follows:

## New Postal Rates

	<i>Present</i>	<i>Revised</i>
<b>First Class Mail</b>	cents	cents
Letters ..... (piece)	2	2
Government Postal Cards ..... (piece)	1	1
Private Post Cards ..... (piece)	1	2
<b>Second Class (Newspapers &amp; Periodicals)</b>		
Non-Profit Publications (Text and Adv.) ..... (lb.)	1¼	1½
All Other Publications (Text) ..... (lb.)	1½	1½
Adv. Matter Zone 1 and 2 ..... (lb.)	2	2
Adv. Matter Zone 3 ..... (lb.)	3	3
Adv. Matter Zone 4 ..... (lb.)	5	6
Adv. Matter Zone 5 ..... (lb.)	6	6
Adv. Matter Zone 6 ..... (lb.)	7	6
Adv. Matter Zone 7 ..... (lb.)	9	9
Adv. Matter Zone 8 ..... (lb.)	10	9
(This has the effect of reducing the number of zones)		
Newspapers and Periodicals mailed by others than publishers ..... (1 oz.)	4	(2 oz.) 2
<b>Third Class (Circulars &amp; Printed Matter)</b>		
The Limit of weight is reduced to 8 oz. .... (2 oz.)	1	1½
But books, catalogs (but not circulars) and seeds (8 oz. limit) ..... (2 oz.)	1	1
<b>Fourth Class (Parcel Post)</b>		
Including all miscellaneous merchandise and also printed matter when over 8 oz. .... (1st lb.)	5 to 12	2c. service charge on all packages. No change in present zone rates
Registry .....	10	15
Return Receipt .....	0	3
Special Delivery .....	10	25
Money Order .....	3 to 30	5 to 22
Insurance .....	3	5
	minimum	minimum
C. O. D. ....	10 to 25	12 to 25

## Canadian Legislators Discuss Copyright

THE bill amending the Canadian Copyright Act, described in last week's issue, was given its second reading in the House of Commons on February 19th and, on motion of its sponsor, E. R. E. Chevrier, M.P. for Ottawa, was referred to a special committee of the House with power to hear evidence and report from time to time.

Mr. Chevier, in moving the second reading, explained that the main purpose of the bill was to correct certain features, which were objectionable to those for whose benefit the copyright law was first instituted. He referred particularly to the licensing clauses. Further, all thru the Act, definitions had been left out as well as means of remedy and there were also omitted certain rights of authors, of printers and of people who may enjoy the benefit of the reproduction of works.

Hon. Hugh Guthrie, former Solicitor-general, declared that copyright was one of the most involved and intricate matters that could come before Parliament and he was quite satisfied that the proper mode of procedure was by means of a special committee. Referring to the fact that the present measure sought to repeal sections which, after a great deal of consideration and much discussion, had been enacted two years before, he said that, as soon as this became known, many interests, which were now dormant, would concern themselves in the matter. The main object of the bill seemed to be to take away the protection which had been afforded to the printing establishments and printers of the country and to allow authors to have their works printed in foreign countries. He did not wish to be one of those who were going to assent to the principle of the bill at present.

H. C. Hocken, M. P. for West Toronto, did not think that the Copyright Act bore heavily upon authors. If the United States publisher of the work of a Canadian author, did not publish the book in Canada, some other publisher might by license secure the right to do so, but the author would be paid for it. If, on the other hand, the licensing clauses were re-

pealed, there would be no publication in Canada. He did not think that the author had suffered in the slightest degree from the operation of the section. The licensing clause had only been in force for a year, and many or great results could not be expected in a year's time. He intimated that he would give the bill such opposition as he could, because he was convinced that the author was not suffering, while to remove the licensing clause would injure other interests.

Fernand Rinfret, M. P. for St. James, Montreal, and editor of *Le Canada*, reminded the House that the original bill passed in 1921 and put into force in 1923 had been a compromise. Objection had been taken to the licensing clauses in 1921, as not being in conformity with the Berne Convention, and the bill had been passed only on the understanding that it would not be put in force until this point had been cleared up. Then in 1923 he himself had placed a resolution on the order paper proposing to withdraw the licensing clauses. The government brought in an amendment to the bill limiting the application of the clauses to Canadian authors and to authors of countries outside the Berne Convention, contending that by this means Canada could adhere to the convention. While admitting at the time that the amendment would not suit Canadian authors, the bill was passed and became law because, as a whole, it was comprehensive and necessary. The objection to the licensing clauses was simply shelved for the time being.

Hon. A. B. Copp, Secretary of State, thought that the bill was one that should receive very careful consideration and he saw no objection to its being referred to a special committee.

In the meantime printing and publishing interests in Toronto have been holding meetings for the purpose of organizing opposition to the repeal of the licensing clauses and a special committee representing publishers, printers and the typographical and bookbinders' unions have been found to consider the situation and recommend suitable action.



## Would They Buy it Anyway?

### Selling Appeals That Seem Open to Criticism

**I**N the distribution of print, as in other things, does the end always justify the means? Much good literature has found its distribution by selling appeals that do seem very open to criticism, judged by present standards of business ethics. At the same time one might take the attitude that it is a good thing to have the books distributed, even at some slight sacrifice of truth in connection with the selling methods.

The general publisher and bookstore may not be always above criticism in sales methods, but the trade has often to stand rather aghast at the tactics taken by those who build up direct selling campaigns, knowing that, if the same plan of representation was made thru established channels, public criticism would quickly follow.

All of this is brought to mind by a very interesting campaign to sell a 20-volume set entitled "The Outline of Knowledge," published by J. A. Richards, Inc., New York. The set is a marvel of economic manufacture, and the 20 volumes are well printed from new type, strongly bound in good cloth, full 12mo size, and sold in a mail-order campaign for \$9.98, less than 50c. a volume. There is a great mass of valuable information in the text that has been gathered from many sources.

The publisher is not much overstating the case when he claims in his letter of appeal that this is one of the greatest values that has ever been offered. The campaign is conducted by general mail canvass, using telephone directory for mailing lists. The price of the book has been kept down by placing an order for 100,000 sets before a single leaflet had gone out and depositing money with the Kingsport Press, Kingsport, Tennessee, to cover this big item.

All of this shows a breadth of conception and energy in action such as breaks down bookselling precedent and builds sales. If current reports may be relied on, the books are selling at a rate that will make this 100,000 printing order a busi-

ness success. What the student of book distribution wonders is whether the 100,000 families would have bought these books if they had been described to them with a little less exaggeration. The circular says: "We challenge any bookseller in America to duplicate this set of 20 books at a retail price under \$75." That challenge, as the trade knows, is of little value, as the books are not being sold in the trade, so duplicates are not there, but that books of this character are not sold for \$3.75 a volume in bookstores is quite obvious. The sales letter also says that "the publishers originally intended to sell this set for \$50." Perhaps this is true, but it sounds like an old familiar appeal. Again, the coupon, which is signed, states that this is a cash coupon and suggests that it is worth 80%. Inasmuch as the set never sold for \$50 and probably never will, this seems a slight overstatement. Next, the letter says: "We have allotted a few sets to each community in the United States solely for advertising purposes, and these introductory sets will be snapped up within a few days." Judging by the flood of circulars, this statement seems quite beside the point. The Federal Trade Commission has called such statements unfair trade practice.

The circular which is going out by the hundred thousand is handsomely prepared, very fully illustrated with historical pictures, drawings, etc., but no statement is made that the books are illustrated, and it happens that there are no illustrations in them at all. The circular also offers \$5,000 reward to anybody who will produce evidence that any American publisher has, prior to October 1st, 1924, offered a similar set for \$9.98. As no two sets of books are ever alike, the reward will probably not be claimed. The set of books in the circular is photographed in full and actual size, and it is to the credit of the publishers that they have not in the slightest misrepresented the size of the volume. At the same time, the photograph shows the books in a very nice two-shelf book-

case which is not supplied with the books nor in any way connected with the offer.

Altho the set is not quite as systematic an educational library as the circular would indicate nor quite as full of sex appeal as the pages in the circular would endeavor to point out, it has got a lot of good material taken from English books not copyrighted in America, and, in spite of the statements. The books are remarkable productions for 50c. apiece, and the campaign is an interesting one to study from the point of view of sales effort. Whether the books could have been sold without the overstatements is the question that cannot be answered. Barnum would have said no.

The same kind of question came into the minds of publishers when they noticed the many full page advertisements in New York papers of early February announcing that the Little Blue Books, which have been selling by the million at five cents apiece thru Haldeman-Julius Company, Girard, Kansas, were to be increased on February 25th to ten cents a copy. The nationwide distribution of these little classics has been a significant and interesting episode in book-making. Mr. Haldeman-Julius, in an interview given about a year ago, said that the books then cost about one cent to make, three cents to advertise, with one cent profit. When the date of February 25th came to hand, the books were still selling in the Little Blue Book Stores at five cents a copy, and a full page advertisement in *Life*, and possibly in other papers, announces that "It is impossible to maintain the old price after April 30th owing to heavy manufacturing costs." Perhaps this will then happen, and these little paper-bound books will enter competition with the cloth-bound books of the ten cent stores, but the shifting of dates leaves one with doubt as to the exact program ahead.

### Only An Amateur

Gloomily the man in the Public Library stood staring at the volumes of the encyclopedia—from AUS, down thru BIS and CHA, clear to ZYM. "I guess I've got a lot to learn," he muttered. "I never get any of those stations on my set."—*American Legion Weekly*.

### O. Henry Prize Stories

AT the annual O. Henry memorial dinner of the Society of Arts and Sciences in New York recently, the prizes for the best short stories of 1924 were awarded as follows: the first prize, \$500, to Inez Haynes Irwin for her story of an incident in Shakespeare's career, "The Spring Flight," (*McCall's*); the second prize, \$250 to Chester T. Crowell for "Margaret Blake," (*Century*); and the special prize, \$100, to Frances Newman for the short story, "Rachel and Her Children," (*American Mercury*).

Among the other authors represented are James Lane Allen, Sherwood Anderson, Thomas Beer, Stephen Vincent Benét, Irvin S. Cobb, Edna Ferber, Fannie Hurst, Booth Tarkington.

The judges were Ellis Parker Butler, retiring president of the Authors' League of America; Blanche Colton Williams of Columbia University; Frances Gilchrist Wood; Edward J. Erwin of Davidson College, North Carolina; Robert L. Ramsay of the University of Missouri; Ethel Watts Mumford; and Allan Nevins, literary editor of the *New York Sun*.

The three prize stories are first in a list of fifteen best stories of the year in "The O. Henry Memorial Award Prize Stories for 1924," the annual memorial volume issued by the society and just published by Doubleday, Page & Company.

### Five Branches for Burrows

A NEW branch circulating library in the fashionable Heights district of Cleveland has been opened at 1816 Coventry Road by Burrows Brothers Co. This makes five libraries that the firm now has, one in the main store on Euclid Avenue, one at the East End branch store and three at other city centres. This policy of the company in opening branches has proved very successful, and it is its idea that each library may test out a community and perhaps prepare the way for a branch store. This was what happened at the store at East 105th Street, where a full line of books and stationery is now carried. The Burrows Brothers Co. believes that these branches are effective barometers in determining the advisability of opening stores in outlying neighborhoods.



## Countrywide Book Publicity

THE publisher for Will Rogers has an advantage in that not only is his author nationally known thru the stage and by syndicated articles, but his name is one of such popular appeal that everyone is glad to use Rogers' "stuff" either as news release or even as free advertising. Since A. & C. Boni published Rogers' "Illiterate Digest," the Corona Typewriter has been making ad material out of the fact that he uses their handy little instrument in producing his copy, and advertisements such as that which is reproduced herewith have been scheduled to run in fifteen periodicals of national circulation, including the *Saturday Evening Post* and *Collier's* on March 21st, when the campaign opens, and the April monthlies, including the *American*, *Cosmopolitan*, *Popular Science*, *American Boy*, etc.

All of this extra publicity helps to swell the interest in the book, which is already among the best sellers. On top of this, Rogers has been doing advertisements for the American Tobacco Company that are at present running in 1,300 different newspapers. If he were not already a national figure, he certainly would be by the time these campaigns are closed.

## A Bibliography of Bernard Shaw

THE ramifications of G. B. Shaw's works are such that a detailed Bibliography has become essential. To fill this need *The Bookman's Journal* for February, March and April will print the complete data in three supplements bound as separate sections so that they can be taken out and kept for reference, which together will comprise the first comprehensive bibliographical guide to the writings of this author.

The Bibliography has been compiled by Geoffrey H. Wells. Mr. Shaw himself has annotated the Manuscript, and his annotations will be incorporated.

Collations of the First Editions will be given in fullest detail, as well as several important examples of first issues. Of the Shaw plays, some were originally issued in a few copies for acting purposes and are now described for the first time, together with other little-known pieces, serial appearances are included.

The Shaw Bibliography will be obtainable only in these three supplements and can be ordered from the R. R. Bowker Co., the American agents of the *Bookman's Journal*.

## What Will Rogers



does between acts

WHEN he's not amusing folks on the stage of The Follies, Will Rogers has other ways of turning minutes into money.

With his Corona, in his dressing room, he turned out his famous book, "The Illiterate Digest"—the best selling book of humor of the year.

\* \* \* \*

That's the advantage of owning a Corona. You can use it anywhere, any time—make something of the spare moments most people squander.

By the way, have you seen the New Corona Four? It has a full-size standard keyboard, the same as big office machines, yet it is portable.

Corona Four costs only \$60. Easy terms if desired. Look for Corona in your phone book or write Corona Typewriter Co., Inc., 113 Main St., Groton, N. Y.



# CORONA



## Changes in Price

### D. APPLETON & COMPANY

The City of Beautiful Nonsense, by E. T. Thurston, from \$2.00 to \$2.50.  
 Ocean and Inland Water Transportation, by E. R. Johnson, from \$3.00 to \$3.50.  
 Life of the Ancient Greeks, by C. B. Gulick, from \$2.00 to \$2.50.  
 The Mythology of Greece and Rome, by A. Fairbanks, from \$2.00 to \$2.50.

### FREDERICK A. STOKES COMPANY

Announce numerous changes in price in effect at once. New order list with revised prices will be sent on application.

### MARY GAY MORSE

Writes that her book, "Love of the Olympic Land," for sale at the Olympic Book Shop, 1212 Fourth Ave., Seattle, Wash., will be \$1.50 instead of \$1.75.

### THE MEDICI SOCIETY OF AMERICA

"Four Hundred Years of Children's Costume," by Percy Macquoid, \$4.50.  
 "The Saints in Italy," by Lucy Menzies, \$3.50.  
 "A Book of Saints for the Young," by Lucy Menzies, \$3.00.  
 "Mary, the Mother of Jesus," by Alice Meynell, \$2.50.  
 "The Heroes," by Chas. Kingsley, illus. by W. Russell Flint, \$3.00.

## Communication

### BEST SELLING CANADIANS

Montreal, February 26, 1925.

Editor, *Publishers' Weekly*:

I notice in the *Publishers' Weekly* for February 21st, in the List of Best Sellers from 1900 to 1924, that the author of the article states two of the hundred writers are Canadians. I notice on looking over the list that four of the authors are Canadians, namely—Gilbert Parker, Ralph Connor, Basil King and Lucy M. Montgomery. All these have been written in Canada and they use Canadian settings or Canadian characters extensively in their fiction.

J. M. GIBBONS,

General Publicity Agent,  
 Canadian Pacific Railway Company.

## Personal Notes

LEONARD H. WELLS, manager of the book section of the Powers Mercantile Company of Minneapolis is celebrating his thirtieth year as manager of that department, and the firm has taken occasion to emphasize it in advertising copy, which publicly extends felicitations to Mr. Wells for his efforts to bring to Minneapolis the rare and old books of historical and literary value. "The management of this store believes he has accomplished a public service of inestimable value in helping to raise the literary standards of our city."

G. L. CAMPBELL, who with Mr. Dr. Gray, directs the publishing of The Medici Society of London is in America on a business trip.

FRANK C. DODD, treasurer of Dodd, Mead & Company, sailed on the 26th for his spring trip to England.

AARON SUSSMAN has joined the library department of G. P. Putnam's Sons.

ALFRED MCINTYRE sailed on the S.S. France Saturday, February 28th, for a trip to Europe and the Mediterranean.

## Business Notes

BALA-CYNWYD, PA.—Books are to be a feature of the Gift Shop of John McGill Cooper.

BROOKLYN, NEW YORK.—R. Thrane of the Academy Art Studio at 35 Lafayette Ave., has added a stock of books.

CHICAGO, ILL.—John R. Stanton Co. succeeds the Stanton & Van Vliet Co. With Mr. Stanton is associated F. Ben Davis as secretary-treasurer.

JAMAICA, N. Y.—Lily Sussman is now in charge of the Parthenon Bookshop, 146 Hillside Ave. All mail should be addressed in her care.

PASADENA, CAL.—In April the California Publishing Co., Inc., will move its executive offices, research library and production plant to Keeney Grove, the model industrial city of southern California.

BRENTANO'S OF NEW YORK have announced a big clearance sale in connection with their coming move to Forty-Seventh Street. In connection with the expansion they have arranged in the New York market for the issue of \$350,000 of 6% five year sinking fund gold notes. The proceeds from these notes are to be used partly in connection with the purchase of the Chicago store and partly for the equipment and preparation for the removal to the new location in New York. This year is the seventy-second anniversary of the founding of the business.

# The Weekly Record of New Publications

**T**HIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

*The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth.*

*Imprint date [or best available date, preferably copyright date, in bracket] is always stated, except when imprint date and copyright date agree and are of the current year, in which case only "c" is used. No ascertainable date is designated thus: [n.d.]*

*Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); sq., obl., nar., designate square, oblong, narrow.*

## Acton, Harold, and Quennell, Peter, eds.

Oxford poetry, 1924. 52p. D '25 N. Y., Appleton bds. \$1

An anthology of verse by members of the University of Oxford which is published annually.

## Allison, Annys

Paper cutting. 159p. il. (pt. col.) O [c. '24] Milwaukee, Wis., Bruce Pub. Co. \$2.25

A book for the teachers of art in schools, on poster making and design.

## Allen, Alice E.

Little Aunt Emmie. 286p. il. (col. front.) D [c. '25] Phil., Lippincott \$1.75

An outdoor story for boys and girls, set in the Adirondacks.

## Arnold, E. C.

British waders; il. in watercolor. 109p. Q '24 N. Y., Macmillan \$24

Pictures of English birds, with accompanying descriptive notes.

## Ayres, Harry Morgan, tr.

An ingenious play of Esmoreit, the king's son, of Sicily. 89p. T (Dutch lib. II) '24 N. Y., Theater Arts Monthly bds. \$1

One of a collection of middle Dutch dramas contained in a fifteenth century miscellany called the Hulthem manuscript.

A marvelous history of Mary of Mimmegen. 103p. T (Dutch lib., III) '24 N. Y., Theater Arts Monthly, 7 E. 42nd St. bds. \$1

A translation in verse of a miracle play from mediaeval Dutch literature.

## Badger, Ralph Eastman

Valuation of industrial securities. 200p. (2p. bibl.) diags. O c. N. Y., Prentice-Hall \$5

A generalization of certain principles for the

everyday investor; also valuable as a textbook for advanced courses on investments and corporation finance.

## Bailey, Liberty Hyde

The standard cyclopedia of horticulture; 3 v.; new ed. various p. il. (pt. col.) diags. O '25 c. '00-'14 N. Y., Macmillan fab. set \$20

## Baker, Sara Josephine, M.D.

Child hygiene. 546p. (3p. bibl.) diags. D [c. '25] N. Y., Harper \$5

## Barnouw, Adriaan Jacob

Vondel. 236p. (3p. bibl.) D (Great Hollanders) c. N. Y., Scribner \$2

The vivid life story of a great Dutch poet.

## Bates, Sylvia Chatfield

Andrea Thorne. 329p. D '25 c. '24, '25 N. Y., Duffield \$2

Individuality versus environment is the theme of this love story.

## Becke, Louis, i.e. George Louis

Yorke the adventurer; and other stories [uniform ed.] 254p. D [n.d.] Phil., Lippincott \$2

## Bell, Aubrey Fitz Gerald

A pilgrim in Spain. 256p. il. map O '24 Bost., Little, Brown \$4

Wanderings in Spain, visits in both town and country with one who is steeped in its literature and legend.

## Benedict, Erastus Cornelius

The American admiralty; its jurisdiction and practice, with practical forms and directions; 3 v.; 5th ed. rev. by George V. A. McCloskey. various p. O '25 Albany, N. Y., Banks & Co. \$45

## Abbot, C. G., and colleagues

Provisional solar-constant values, August, 1920, to November, 1924. 38p. diags. O (Smithsonian pubn. 2818) '25 Wash., D. C., Smithsonian Inst. pap. apply

## Arkansas. Bur. of Mines, Manufactures and Agriculture

Directory of Arkansas industries, 1924. 174p. il. diags. O '24 Little Rock, Ark., State of Arkansas, Dept. of Mines, Manufactures & Agriculture apply

## Barbee, Lindsey

His best investment; a comedy-drama in prologue

and three acts. 123p. S (Denison's select plays) [c. '24] Chic., T. S. Denison pap. 35 c.

## Bere, May

A comparative study of the mental capacity of children of foreign parentage. 114p. diags. O '24 N. Y., Teachers College, Columbia University apply

## Bishop, Sherman Chauncey

A revision of the Pisauridae of the U. S. (with special reference to the New York species). 140p. il. O (N. Y. state mus. bull. no. 252) '24 Albany, N. Y., Univ. of State of N. Y. apply

**Bennett, George Edward**

Auditing; an introduction to practice. 386p.  
O c. N. Y., Macmillan \$3.50

**Bisset, Peter**

The book of water gardening; [2nd ed.,  
rev.]. 205p. il. diagrs. O [c. '24] N. Y., A. T.  
De La Mare \$5

**Blake, Gladys**

The mysterious tutor. 254p. front. D '25  
c. '25 N. Y., Appleton \$1.75  
How a group of boys and girls sought a treasure  
hidden on an old southern plantation.

**Blanchard, Harold F.**

My Ford, its care and repair. 301p. il.  
diagrs. O c. N. Y., U. P. C. Bk. Co. \$3  
A complete handbook for Ford owners.

**Brand, Max**

Alcatraz. various p. D (Copyright fiction)  
'25 N. Y., Burt 75 c.

**Braybrooke, Patrick**

J. M. Barrie; a study in fairies and mor-  
tals. 161p. front. (por.) O [n. d.] Phil., Lip-  
pincott \$2.50

Consideration of the separate plays and novels and  
the philosophy of Barrie himself.

**Broda, Rudolf**

The call of the Nirvana; drama in five  
acts; English version with the collaboration  
of Selma B. Stone. 47p. S (Contemporary  
ser.) [c. '24] Bost., Four Seas bds. \$1

**Brown, Charles Reynolds**

Ten short stories from the Bible. 236p. D  
[c. '25] N. Y., Century \$1.75  
The author is dean of the divinity school at Yale  
University.

**Buchan, John**

Two ordeals of democracy. 62p. O c.  
Bost., Houghton \$2  
An address on the testing of democracy in the  
Civil War and the Great War.

**Buckley, F. R.**

The sage hen. 295p. D [c. '23, '25] Indian-  
apolis, Bobbs-Merrill \$2

A Texas girl defies a huge corporation that is  
trying to grab her ranch—there is plenty of adven-  
ture and romance, too.

**Campbell, James Mann**

Life's highest loyalty. 116p. D [c. '25] N. Y.,  
Abingdon \$1  
A contribution to educational evangelism.

**Carman, Dorothy Walworth**

Faith of our fathers. 311p. D c. N. Y.,  
Harper \$2

Gallantly struggling against the worldliness and  
political intrigue of his church, this minister meets  
defeat.

**Castenholz, William Burtis**

Manual of income tax procedure for 1924  
returns. 124p. diagrs. O [c. '23-'25] Chic.,  
La Salle Extension Univ.  
flex. fab. \$2; pap. \$1.50

**Chambers's encyclopædia; a dictionary of  
universal knowledge; v. 5, Fréjus to Hum-  
boldtia; new ed.; ed. by David Patrick and  
William Geddie. 840p. il. diagrs. maps (col.)  
Q '24 Phil., Lippincott \$7.50**

**Cochrane, Charles Norris**

David Thompson the explorer. 173p. (2p.  
bibl.) front. (col.) maps S (Canadian men  
of action, no. 2) '24 N. Y., Macmillan \$1.25

**Coleman, Algernon**

Intermediate French. 340p. diagrs. D [c.  
'24] N. Y., Holt \$1.56

**Comfort, Will Levington**

The Public Square. various p. D (Copy-  
right fiction) '25 N. Y., Burt 75 c.

**Connor, Ralph**

The Gaspards of Pine Croft. various p.  
D (Copyright fiction) '25 N. Y., Burt 75 c.

**Crocker, Uriel Haskell, and Crocker, George  
G.**

Notes on the general laws of Massachu-  
setts; rev. and ed. by Raymond C. Baldes.  
1000p. O '25 Bost., Little Brown buck. \$12

**Cronbach, Abraham**

Prayers of the Jewish advance. 142p. D  
'24 c. N. Y., Bloch Pub. Co. \$1.25

**Davis, Hallam Walker**

Self-improvement in English. 454p. il. D  
c. Garden City, N. Y., Doubleday \$1.60

**Day, Holman Francis**

Clothes make the pirate. 321p. D c. N. Y.,  
Harper \$2

"Tremble-at-Evil" Tidd, a Boston tailor masquer-  
ades as Dixy Bull, pirate, in this rollicking sea  
tale of Colonial times.

**Dingle, Herbert**

Modern astrophysics. 448p. il. diagrs. O '24  
N. Y., Macmillan \$8.50

A study of the physical and chemical nature of  
the stars by an English scientist.

**Draw near to Jesus; turn to his heart; medi-  
tations. 183p. S [c. '24] Brooklyn, N. Y.,  
Monastery of the Visitation, Ridge Blvd. &  
89th St. \$1.25**

**Eayrs, Hugh S.**

Sir Isaac Brock; rev. ed. 119p. S (Cana-  
dian men of action, no. 1) '24 N. Y., Mac-  
millan \$1.25

**Bringham, Lawrence E.**

Looks like rain. 126p. S (Denison's royalty plays)  
[c. '24] Chic., T. S. Denison pap. 50 c.

**Buchanan, Fannie R.**

Who defeated Doogan a one-act playlet. 31p.  
D '24 Chic., Rand, McNally apply

**Business letters in Isaac Pitman shorthand, no. 2.**  
52p. S (New era ser.) [n. d.] N. Y., Pitman  
pap. 30 c.

**Collins, Franklin W.**

Pepigrams and jingles. 88p. il. (por.) D c. '24

[Siloam Springs, Ark., J. E. Brown College Press]  
pap. 50 c.

**Davies, Hubert Henry**

Captain Drew on leave; a comedy in four acts.  
170p. D (Baker's lib. ed.) '24 c. Bost., W. H.  
Baker pap. 75 c.

**Davis, Gherardi, ed.**

Decisions and rulings by the regatta committee  
and the race committee of the New York yacht  
club, 1849 to 1923. 69p. O '24 N. Y., Knickerbocker  
Press apply



**Elsner, Eleanor**

Spanish sunshine. 368p. il. D [c. '25] N. Y., Century \$4

An entertaining account of three years in Spain—history, lore and customs as well as travel.

**Evans, Laurence Boyd**

Leading cases on American constitutional law; 2nd ed. 1425p. il. O '25 Chic., Callaghan & Co. buck. \$5.50

**Evarts, Hal G.**

Tumbleweeds. various p. D (Copyright fiction) '25 N. Y., Burt 75 c.

**Faris, John Thomson**

Real stories of the geography makers. 340p. il. maps D [c. '25] Boston, Ginn 92 c.

Supplementary reading for boys and girls studying geography and history, stories of explorers from Ulysses to Peary.

**Farnol, Jeffery, i.e. John Jeffery.**

The Loring mystery. 351p. D '25 c. '24 Bost., Little, Brown \$2

A romance of London and the English country in the early nineteenth century, in which there is an absorbing murder mystery.

**Feis, Herbert, ed.**

A collection of decisions presenting principles of wage settlement. 452p. (12p. bibl.) O '24 N. Y., H. W. Wilson \$3.50

**Ferguson, Melville F.**

Motor camping on western trails. 319p. il. maps D [c. '25] N. Y., Century \$2.50

Adventures of a family who traveled from Canada to Mexico, and visited Honolulu on the side.

**Fergusson, Edmund Morris, D.D.**

Piloting the Sunday school; a message to superintendents. 152p. D [c. '25] N. Y., Revell \$1.25

**Fleming, Daniel Johnson**

Whither bound in missions. 235p. (bibl. footnotes) D c. N. Y., Association Press \$2; pap., \$1

The author writes from a background of long missionary experience in India.

**Flenley, Ralph**

Samuel de Champlain, founder of New France. 149p. (bibl. note) front. maps S (Canadian men of action) '24 N. Y., Macmillan \$1.25

**Flexner, Anne Lazier Crawford [Mrs. Abraham Flexner]**

Mrs. Wiggs of the cabbage patch; a dramatization in three acts. 94p. il. diagrs. D (Standard lib. ed.) [c. '24] N. Y., S. French pap. 75 c.

**Ford, Walter Burton**

A brief course in analytic geometry and the elements of curve-fitting. 300p. diagrs. D (Amer. mathematical ser.) [c. '24] N. Y., Holt \$2.40

**France, Anatole, pseud. [Jacques Anatole Thibault]**

La comédie de celui qui épousa une femme muette; ed. by Léopold Cardon. 136p. front. (por.) S [c. '25] N. Y., Holt 68 c.

**François, Victor Emmanuel, and Giroud, Pierre F., eds.**

Simple French; rev. ed. 168p. S [c. '03, '24] N. Y., Holt \$1

**Fuchs, Emil**

With pencil, brush and chisel; the life of an artist. 271p. il. Q c. N. Y., Putnam \$7.50

The autobiography of an artist who was the friend of many important people in the worlds of art and letters, politics, music and finance.

**Fyleman, Rose**

Eight little plays for children. 94p. D [c. '25] N. Y., Doran \$1.25

Fairy plays by the author of "The Rainbow Cat."

**Galvan, Luis**

Manual de ortografía española moderna. 49p. S c. N. Y., Appleton bds. 75 c.

**Gesell, Arnold Lucius, M.D.**

The mental growth of the pre-school child. 457p. il. diagrs. O c. N. Y., Macmillan \$3.50

"A psychological outline of normal development from birth to the sixth year, including a system of developmental diagnosis."

**Geyl, Dr. P., tr.**

A beautiful play of Lancelot of Denmark. 58p. T (Dutch lib., I) '24 N. Y., Theater Arts Monthly bds. \$1

A companion play to "Esmoreit."

**Gibbs, Arthur Hamilton**

Soundings; a novel. 320p. D '25 c. '24, '25 Bost., Little, Brown \$2

The love story of an English girl brought up by an artist father; by the brother of Sir Philip Gibbs and Cosmo Hamilton.

**Gill, Eric**

Wood engravings; ltd. ed.; 35 original wood engravings printed from the original wood blocks. 36p. il. Q '25 N. Y., E. Weyhe \$17.50

**Gillette, William Hooker**

Electricity; a comedy in three acts. 115p. D (French's standard lib. ed.) c. '13, '24 N. Y., S. French pap. 75 c.

**Goodspeed, Edgar Johnson**

The making of the English New Testament. 138p. (2p. bibl.) D [c. '25] Chic., Univ. of Chic. \$1.50

A history of New Testament translation during the four hundred years since Tyndale. This volume is uniformly bound with the author's "The Story of the New Testament" and his translation, "The New Testament," and also sold with them, as a set, boxed, for \$6.

**Gourley, Joseph Harvey**

Orchard management. 255p. il. diagrs. D (Harper's handb'ks) c. N. Y., Harper \$2

**Federal income tax index;** supplement to v. 1, Jan. 1, 1922, to Jan. 1, 1925. 600p. O [c. '25] Newark, N. J., Income Tax Index Service pap. apply

**Fothergill, Mrs. Augusta Bridgland Middleton, comp.** Peter Jones and Richard Jones genealogies. 363p.

front. (col.) O '24 Richmond, Va., Old Dominion Press \$10

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A laboratory manual for use in classes in language. 34p. O '24 Huntington, W. Va., Paragon Pr. & Pub. Co. apply

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Fought for Annapolis. 277p. front. D c. N. Y., Appleton \$1.75  
The story of Tom Armstrong's first year at Annapolis.

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Pastime stories for boys and girls. 208p. il. (pt. col.) D [c. '24] Dallas, Tex., Southern Pub. Co. 72 c.

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The bishop's granddaughter. 298p. D c. N. Y., Scribner \$2  
An English bishop comes to visit his daughter in America and comes in contact with the modern younger generation for the first time.

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Dynamic symmetry in composition; as used by the artists. 83p. il. diagrs. O '23 c. [N. Y., Brentano's] bds. \$3  
A study of famous paintings which demonstrate the applied principles of dynamic symmetry.

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Morte; ltd. ed. [poetry]. 81p. il. O '25 c. '24 Chic., Pascal Covici bds. \$3.50

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The old flame. 222p. D '25 c. '24, '25 Garden City, N. Y., Doubleday \$1.75  
Whenever they began reminding each other of honeymoon quarrels, they separated for a month—and this time, he met Phyllis.

**Herrick, Robert**

Together. 595p. D (75 c. lib.) '25 c. '08 N. Y., Macmillan 75 c.

**Hill, W. W.**

Timothy Tealeaf, business investigator 117p. (bibls.) il. S (Personal achievement handbk ser.) '25 c. '24, '25 Chic., La Salle Univ. Press \$1  
Short stories of business, which appeared in *Personal Efficiency*.

**Hodgson, James Goodwin, comp.**

Recognition of Soviet Russia. 111p. (18p. bibl.) D (The reference shelf, v. 2, no. 10) '25 N. Y., H. W. Wilson 90 c.  
Reprints of articles for and against recognition of Soviet Russia.

**Hoh, Paul J.**

Bible cross-word puzzle book. 111p. D [c. '25] N. Y., Doran \$1.50

Bible cross-word puzzle book; book of solutions. 30p. D [c. '25] N. Y., Doran pap. 15 c.

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The ship of souls. 291p. front. D '25 c. '24, '25 N. Y., Appleton \$2

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Idle hour cross-word puzzler. 61p. O [c. '24] Newark, N. J., C. E. Graham & Co. 60 c.

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Spirit communications from great men and women of the past.

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Basketry weaving and design. 105p. il. O c. N. Y., Scribner \$3.50  
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**Leigh, Clara Furness (Mrs. E. B. Leigh)**

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The tower of David. 203p. (5p. bibl.) D '24 c. N. Y., Bloch Pub. Co. \$2  
A book of stories for the programs of Jewish women's organizations.

**Lewis, Sinclair [Tom Graham, pseud.]**

Arrowsmith. 448p. D [c. '24, '25] N. Y., Harcourt \$2  
The story of Martin Arrowsmith, a boy from Main Street, who becomes possessed with a passion for medical science.

**Loti, Pierre, pseud. [Louis Marie Julien Viaud]**

Mon frère Yves; ed. by Henry Ward Church. 236p. S [c. '24] N. Y., Holt 88 c.

**McCarty, Stella Agnes, ed.**

Children's drawings. 164p. il. diags. O '24 c. Balt., Williams & Wilkins \$3  
A study of children's interests and abilities from data collected by the child study committee of the International Kindergarten Union.

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The struggle of a half-breed California girl to live down the taint of her Indian blood.

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The Sermon on the Mount. 173p. D [c. '24] Cleveland, O., Central Pub. House \$1.50  
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Second April. 112p. D [c. '21] N. Y., Harper \$2

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The career and personal history of the great French literary critic.

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Complete explanations of twenty-two tricks utterly baffling to the spectator when well performed, and for which any home will furnish the necessary equipment.

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The nine unknown. various p. D (Copyright fiction) '25 N. Y., Burt 75 c.

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The story of the Jewish people; v. 3; being a history of the Jewish people since Bible times. 200p. il. D '25 N. Y., Bloch Pub. Co. \$1.10

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The author tells of his first expedition into northern regions.

**Neill, Esther W.**

Barbara's marriage and the bishop. 243p. D c. N. Y., Macmillan \$2  
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**O'Shea, M. V., and others, eds.**

The world book, organized knowledge in story and picture; 10 v. 6528 p. (bibl.) il. (pt. col.) maps diags. O '25 Chic., W. F. Quarrie & Co. buck., lea. 57.50

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La loca de la casa; comedia en cuatro actos; ed. by J. Warshaw. 336p. S [c. '24] N. Y., Holt \$1.12

**Lockley, Fred**

Captain Sol. Tetherow, wagon train master. 27p. O [n. d.] Portland, Ore., Author, 1243 E. Stark St. pap. apply

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The city of lilies. various p. D (Copyright fiction) '25 N. Y., Burt 75 c.

Real estate manual for brokers, owners, and operators; ed. by Harry Hall and others. 446p. c. Garden City, N. Y., Doubleday \$2.50

An invaluable reference book for anyone interested in real estate.

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The lion tamer. 321p. D c. N. Y., Harper \$2

Mart Bannister, considered by everyone to be a hero of invincible courage, is desperately frightened when a river excursion steamer catches fire.

**Roberts, John S.**

William T. Harris; a critical study of his educational and related philosophical views. 266p. (6p. bibl.) front. (por.) D '24 c. Wash., D. C., Nat'l Educ. Assn. \$2

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**Robinson, Gil**

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**Robson, William A.**

The relation of wealth to welfare. 175p. (bibl. footnotes) D '25 N. Y., Macmillan \$2.25

The author emphasizes the fact that public expenditure often has more power to increase human welfare than has private income.

**Rowland, Henry C.**

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**Ruck, Berta [Mrs. George Oliver]**

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**Sampson, George, ed.**

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beginnings to the cycle of romance. 474p. il. D '24 N. Y., Macmillan \$4.25

This anthology covers the same period as volume one of "The Cambridge History of English Literature," and is designed to illustrate that volume.

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**Shipman, Samuel, and Hymer, John B.**

East is west; a comedy in three acts and a prologue. 96p. il. diagrs. D (French's standard lib. ed.) c.'18,'24 N. Y., S. French pap. 75 c.

**Shultas, Louise**

The sampler and other poems. 79p. (4p. bibl.) il. O [c.'25] Bost., Badger bds. \$2

**Siebert, B. de, tr.**

Entente diplomacy and the world; matrix of the history of Europe, 1909-1914; ed. by George Abel Schreiner. 794p. O [c.'21] N. Y., Editor, 43 Cedar St. \$9

A compilation of documents from the secret archives of the late Imperial Russian government, and now in the possession of the translator, who was formerly secretary of the Russian embassy at London.

**Sinclair, Upton Beall [Arthur Stirling, pseud.]**

Mammonart; an essay in economic interpretation. 396p. D [c.'24,'25] Pasadena, Cal., Author \$2

The author examines art and literature as economic and political forces.

**Ridgley, Douglas C., and Crompton, Mabel P.**

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**Sisters of the Visitation**

The life of the venerable Mother Mary de Sales Chappins of the Order of the Visitation Holy Mary, 1793-1875. 110p. front. (por.) D [c. '24] Brooklyn, N. Y., Author \$1; pap. 60 c.

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**Wallander, Sgt. Arthur W.**

Physical training manual. 159p. il. S [c. '25] N. Y., Siebel Press, 32 W. 20th St. \$2  
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**Wallis, Claire, and Gates, Nellie Ryder**

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Egypt's eyes; a three act play with an epilogue. 94p. il. D (Standard lib. ed.) [c. '24] N. Y., S. French pap. 75 c.

**Williams, James Mickel**

Our rural heritage; the social psychology of rural development. 263p. (bibl. notes) O c. N. Y., Knopf \$5  
The author is professor of sociology in Hobart College.

**Williamson, Robert W.**

The social and political systems of central Polynesia; 3 v. various p. (13p. bibl.) maps O '24 N. Y., Macmillan \$25 set

An attempt to coordinate the vast amount of ethnographical material collected in the past by explorers, missionaries, government officials and others.

**Wodehouse, Pelham Grenville**

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**Worstell, Mary Virginia, comp.**

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## Old and Rare Books

Edited by Frederick M. Hopkins



**"JOHN KEATS"** by Miss Amy Lowell has already reached its fourth impression making a total of 10,000 sets, a remarkable record for a book of this character.

**A CATALOG** of "Children's Books of Olden Time," containing nearly 200 lots, comes from C. F. Libbie & Co., of Boston, who specialize in Americana. This firm has given much attention to American toy books and early juveniles and this catalog is well worth the attention of all who are interested in this class of books.

**THE** exhibition of manuscripts of English authors of the last three centuries from the Morgan Library at the New York Public Library, which began December 1 and has been extended until April 1, has been a great success. Thousands of school children have visited the library and have shown great interest in the collection. The educational influence of an exhibition of this kind is very great.

**STORIES** still continue to come from Russia in regard to the destruction of books not regarded with favor by the Soviet leaders. *The Pravda* is the authority for the statement that the library of 100,000 volumes, or more, belonging to the Moscow Military College, rich in military history of two centuries, together with a valuable collection on Russian history and the classics of Russian authors, have all been destroyed—sold to be turned into pulp by paper makers.

**THE** libraries of the late George J. Gould and his first wife, the late Edith Kingdon Gould, which were removed from the Gould estate, Georgian Court at Lakewood, and their New York home on Fifth Avenue, are to be sold at the Anderson Galleries March 12 and 13. In the library there are many fine editions of American, English and French authors, expensive art works, and rare illustrated French books of the eighteenth century.

THE Luther A. Brewer collection of books on printing and book-making, Doves Press and other private press issues, duplicates from his famous Leigh Hunt collection, first editions, art monographs and reference works, together with the remaining portion of the library of Florence Sturdivant of Boston, and selections from the library of the late Lillie G. Phoenix of this city, will be sold at the American Art Galleries March 10 and 11. This sale contains 1106 lots, mostly choice books in fine condition. There is much to interest the student and collector of books about printing, including fine examples of modern presses.

MAGGS BROTHERS of London have just issued Part II of "Bibliotheca Asiatica," a series of catalogs devoted to books, manuscripts, views, portraits, autograph material and miniatures relating to Asia and the Philippines. Part I contained 1218 items with 62 illustrations. This part contains 128 pages relating to the Catholic missions in India, China, Siam and the Far East in a series of autograph letters of the seventeenth century, originally forming a part of the archives of the House of a'Aveiro d'Arcos, related to the Portuguese House of Lancaster. It is hardly necessary to say that this is original source material of the greatest historical importance.

THE Hudson Book Company's new catalog of Americana contains a notable collection of material relating to pioneer conditions, exploration and early history of the United States including, (1) the conquest and development of the West, the Northwest, and the Early West; (2) the institutions and annals of the South; and (3) a very extraordinary and extensive group of rare tracts relating to the country's early wilderness roads, its canals, and its railroads, and the development of its travel and transportation system. Collectors interested in this field will find the catalogs of this bookshop well worth their attention. The series now numbers 80, and the collector who has had the foresight to preserve them has a bibliographical aid of great value.

THE interest in the writings of George Bernard Shaw has reached a point where there is a demand among collectors for a detailed bibliography. *The Bookman's Journal* announces that in the February, March and April numbers there will appear three supplements, bound in separate sections so that they can be taken out and used for reference, which together will comprise the first comprehensive bibliographical guide to the writings of this author. The bibliography has been compiled by Geoffrey H. Wells, and Mr. Shaw has annotated the manuscript, and these annotations are printed in the bibliography. Collations of the first editions are given in fullest detail, as well as several important examples of first issues. Of the Shaw plays, some were originally issued in a few copies for acting purposes and are now described for the first time, together with other little known pieces.

THE Harvard Press announces that it has become the agent for the publications of the American School of Classical Studies at Athens. Among the books of special interest to booklovers and collectors is "Selected Bindings from the Gennadius Library," with introduction and descriptions by Lucy Allen Paton. One of the most notable features of the famous Gennadius Library is the bindings, which are of surpassing interest not only because they are beautiful examples of the binder's art but also because of the celebrated libraries which they came from. Thirty-eight of them have been reproduced in this book, with all the exactness possible thru the high standards attained by color printers of the present time. Many of the plates are also embossed, so that in practically every case it seems as if the volume itself were lying before the reader. Dr. Paton's descriptions, together with the lengthy introduction, gives a gratifying glimpse into this great and unique collection of books.

A VIRGINIA historical library formed by an old Virginia collector, comprising 554 lots, was sold at the Anderson Galleries February 23 and 24, bringing \$6,818.35. A few of the rarer lots and



the prices realized were the following: Adair's "History of the North American Indians," map, 4to, calf, London, 1775, an uncut copy of the original edition, \$37.50; a broadside, "By the King, a Proclamation, for suppressing Rebellion and Sedition," folio, Boston, 1775, Boston issue of the first royal proclamation after the opening of hostilities, \$50; a broadside, a Thanksgiving proclamation in regard to Burgoyne's surrender, Boston, 1777, \$35; Major André's "Journal," 2 vols., royal 8vo, vellum, Boston, 1903, published by the Bibliophile Society, \$35; Beverley's "History of Virginia," small 8vo, half morocco, London, 1705, first edition, \$57.50; Paul Feval's "The Golden Daggers," 12mo, half morocco, Columbia, S. C., 1864, rare Confederate imprint, \$42.50; Davies "Virginia's Danger and Remedy," small 8vo, morocco by Stikeman, Williamsburg, 1756, \$65; De Bry's "Grand Voyages," 9 parts in 2 vols., folio, vellum, 1590-1602, with Edward N. Crane's bookplate, \$230; broadside proclamation of Andrew Jackson against nullification, Washington, 1832, \$19; Hugh Jones "The Present State of Virginia," 8vo, calf, London, 1724, \$250; McKenny and Hall's "Indian Tribes of North America," 3 vols., atlas folio, morocco by Blackwell, Philadelphia, 1837-44, \$92.50; Stevens's "Facsimiles of Manuscripts in European Archives Relating to America, 1773-83," 25 vols., folio, morocco, London, 1889-98, \$220; William Stith's "History of Virginia," 8vo, calf, Williamsburg, 1747, first American printed history of Virginia, \$45; and Withers's "Chronicles of Border Warfare," Clarksburg, 1831, \$26.

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In answering, please state edition, condition and price, including postage or express charges. Houses that will deal exclusively on a cash-on-delivery basis should put [Cash] after their firm name. The appearance of advertisements in this column, or elsewhere in the WEEKLY does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withholding the privileges of advertising should occasion arise, booksellers should take usual precautions in extending credit.

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 Weidner, Geology of Sinaloa, San Francisco, 1885.  
 Wright, The New Brazil.

Amer. Bap. Pub. Socy., 1107 McGee St., Kansas City,  
 Mo.

Hymns and Anthems, ed. W. J. Fox, pub. 1841.  
 Henderson's Social Duties from a Christian Point of  
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## Brooklyn Mus. Lib., Eastern Parkway and Washington Ave., Brooklyn, N. Y.

U. S. Geol. Survey, Prof. Paper, no. 131.

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Gwathmey, Anesthesia, Macon, 1914.

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Bowers, E. F., Sleeping for Health.  
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Crevecoeur, Letters from an American Farmer.  
Decameron, 2 vols., Lawrence & Bullen, 1893.  
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 Radisson's Voyages, Prince Soc.  
 Robinson, D., Hist. of So. Dakota, 2 vols., 1904.  
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 Symonds, Renaissance in Italy, 7 vols., Holt.  
 Taylor, H. C., Land of the Castanet; The Crimson Wing.  
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 Melville, U. S. Postage Stamps from 1847 to 1869, 2nd ed., 1910; Postage Stamps of U. S., London, 1905.  
 Tiffany, History of Postage Stamps in U. S., 1893.  
 Luff, Postage Stamps in U. S., N. Y., 1902.  
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- U. S. Congress, 62nd Congress, 1st Session, 1911-1913.  
 Senate Journal and House Journal, Serial Nos. 6075-6076.

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- American Journal of Insanity Index, vols. 1-45, 1844-1889, Johns Hopkins Press.  
 Johnston, G. L., Pocket Atlas of the Fundus Oculi, Chicago, F. A. Hardy & Company.  
 Culpin, The Nervous Patient, H. K. Lewis & Co.  
 Taylor, H. O., Ancient Ideals, vol. I, Macmillan.  
**Columbia Univ. Press Bkstore., 1960 Broadway, N. Y.**  
 Bouvier, Law Dictionary.  
 Edmunds, Historical Summary of English Literature.  
 Foord, Byzantine Empire.  
 Foster Bain, Types of Ore Deposits.  
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 Hale, Jan Vermeer of Delft.  
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Alexeyeff & Mathews, General Principles Organic  
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Anderson, Marching Men, 917, 1st ed.; Winesburg,  
Ohio, 1919, 1st ed.  
Atlantic Monthly, Nov., 1857-Oct., 1858, incl.  
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onds, Routledge, 1905.  
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Chalon, 2 vols., Lawrence & Bullen, 1893.  
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Stevenson, R. L., Essays and Criticisms, Boston,  
1903.  
Saltus, Edgar, Imperial Purple.  
Stearns, A., Chris and the Wonderful Lamp.  
Schenk, Poems.  
Sturlusson, Heimskringla, translated by William  
Morris.  
Slovenly Kate.  
St. James Gazette, April 28, 1890.  
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Treatise on Algebra with Key, 2 volumes.  
Treatise on Algebra, Fortescue.  
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Thackeray, Wm., Catherine, Harper and Bros., 1869;  
Jeame's Diary, New York, 1846; Hand Immemor,  
1863.  
Traherne, Centuries of Meditation, edited by Dobbel.  
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The Car, July 27, 1910.  
Tripod Magazine, May, 1912.  
Traveling Letters, Written on the Road by Charles  
Dickens, two volumes, New York, 1846.  
Thomson, Sir J. J., Conduction of Electricity through  
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Tarkington, B., Werners Readings, N. Y., 1905; Car-  
mina Princetonia, Literature in the Making, New  
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Tarde, Laws of Imitation.  
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Twain, What is Man, New York, 1906; Celebrated  
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Matthews, Ohio and Her Western Reserve.  
Emerson, Riverside Ed., vols. 8 and 12, 8vo.  
Redfield, J. H., Familie, 1860.  
General Andrews, History of New Britten, Conn.  
Miner, O., History of Phillips and Gorham Pur-  
chase of Rochester.  
Peck, Joseph, Genealogy, by T. B. Peck.  
Garrison's L, vols. 3 and 4, 1884.

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4, 6, 16, 20, 23.  
Perouse, Voyage, N. Y. tr., 1789.  
Dict. erotique, 1891.  
Feter, Biogr. d' musiciens.  
Journal of Indust. and Engin. Chemistry, 1195-24.

Foster Brown Co., 472 St. Catherine St., W.,  
Montreal, Can.

The Slave in Canada.  
Life and Letters of Joseph Howe.  
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Economic History of Rome, by Frank Tenny.  
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Life and Action, vols. 4-7-8-9-10, pub. by Indio-Am. Bk. Co.  
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Byron, Poetical Works, Boston, 1905.  
Camden Society, Jocelini de Brackefinda.  
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Fish Commission, 31st. annual report.  
Haskins, Yazoo Land Co.  
Heap, Ancient and Modern Lighthouses.  
Jefferson, T., Writings of.  
James, The American, Boston, 1893.  
Johnston, Hist. of Cecil Co., Maryland.  
Kelson, Salmon Fly.  
Lighting, illus. books in any language previous to 19th Cen.  
McCaleb, Aaron Burr Conspiracy.  
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Haanel, Master Key System.  
Sears, How to Attract Success.  
The Archo Volume.

Lathrop C. Harper, 437 Fifth Ave., New York  
Belloc, H., Cautionary Tales for Children (Verses by Belloc, pictures by B. T. B.), pub. 1907.

The Harrison Co., 42 E. Hunter St., Atlanta, Ga.  
Parsons on Shipping.

Harvard Cooperative Society, Cambridge, Mass.  
Flanders, Galvanizing and Tinning, 1922.  
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J. H. Woods, Yogi System of Patanjali.

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West Point Tic Tacs, illus., oblong 16mo, 1878.  
Life of Peter Garrett.  
S. de Ricci, Furniture of Louis XVI, folio, illus.  
Cory, H. T., Imperial Valley and Salton Sink.  
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Federalist, ed. by Ford.  
Farrington, Gems and Gem Minerals.  
Finck, Grieg and His Music.  
Fletcher, Pub. Libraries in Amer., 1894.  
Foley, Amer. Authors.  
Freeman and Chandler, World's Com. Products.  
Gilman, Stories of Symphonic Music.  
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Tennent, John, M.D. (?), Reprieve from Death, 1748.  
Williamson, John, Fern Etchings, Louisville, 1879.  
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Anderson, L. B., Biogs Va. Phys. Olden Times, R'd, 1889.

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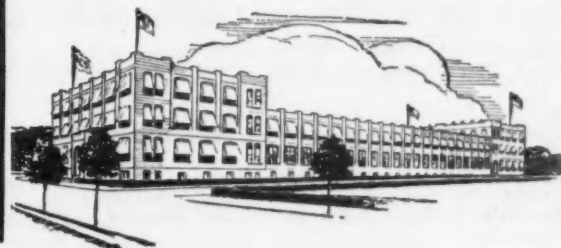
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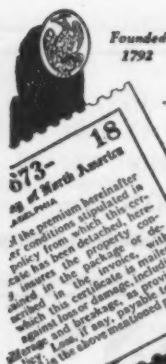
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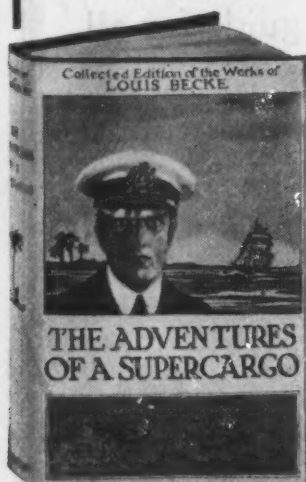
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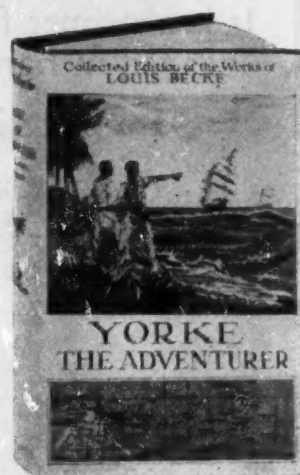
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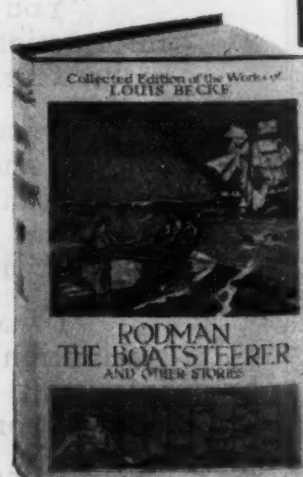
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